



Growth Patterns

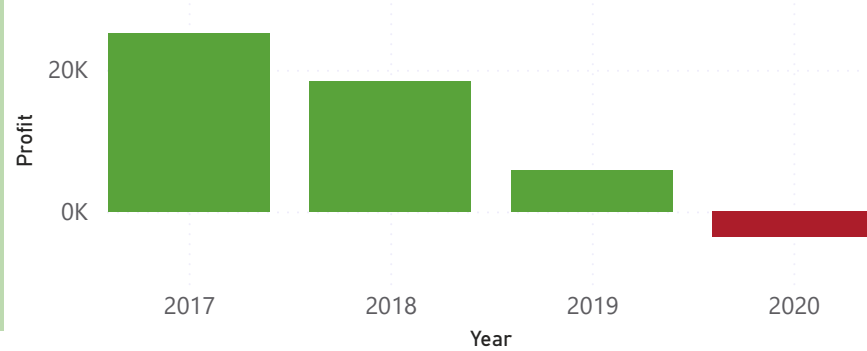
45.81K

Profit

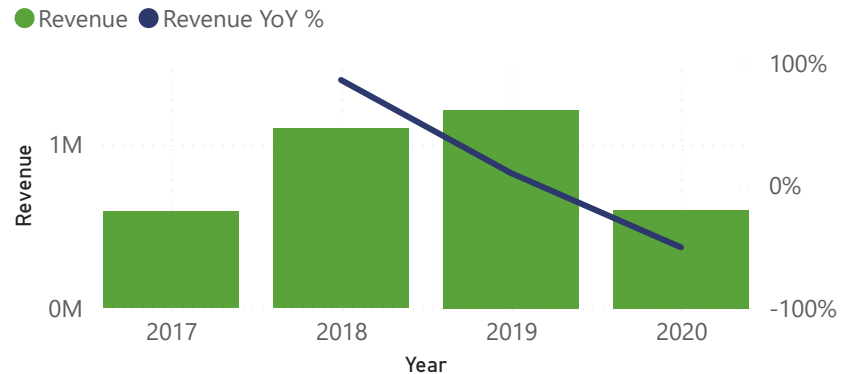
1.31%

Profit Margin

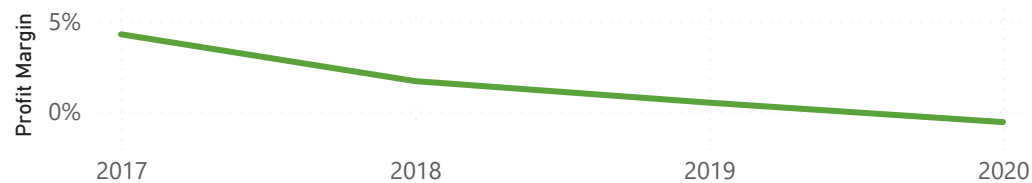
Profit by Year



Revenue and Revenue YoY % by Year

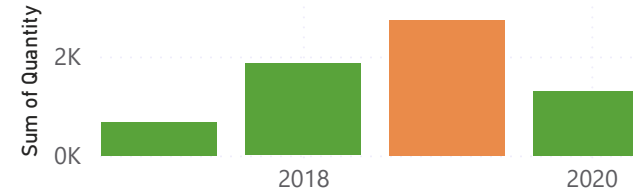


Profit Margin by Year

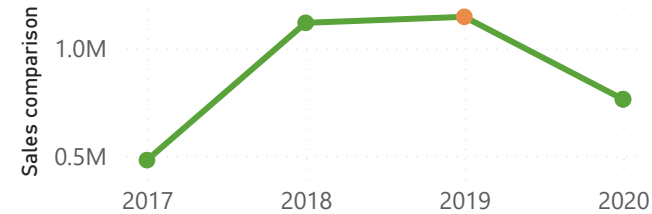


Profit and Revenue Year over Year decreased. Why?

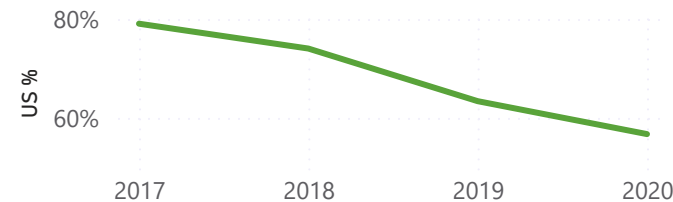
Total Quantity Sold by Year



Sales Comparison by Year



US % by Year



In 2019, more products were sold, but Sales did not increase proportionally.
(select categories)

Overall Sales decreased in 2020.

US Sales are decreasing as a proportion of overall revenue.

Recommendations:

- Find out why bikes in 2019 were sold at a lower price (and why bikes became unprofitable starting in 2018). Consider a re-pricing strategy to increase profit margin. Also evaluate costing methods used (Accounting.)
- Do market research to explore ways to increase sales in US.

Category

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

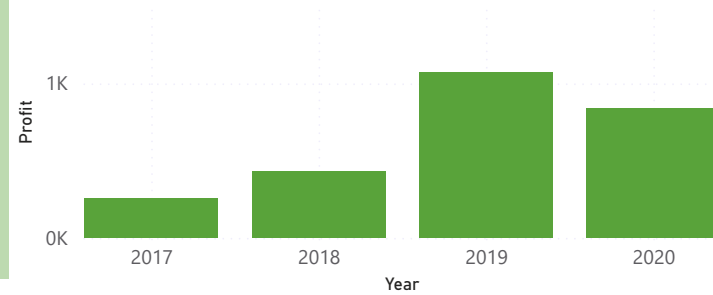


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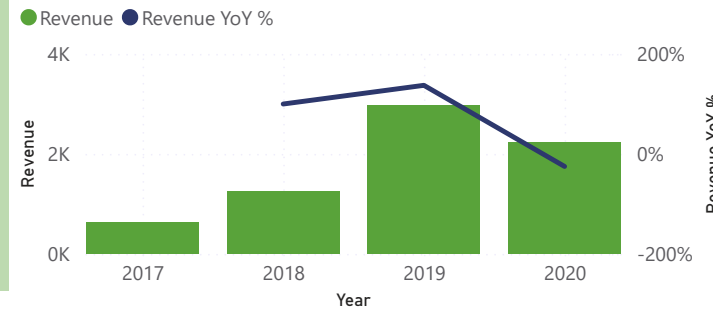
2.59K
Profit

36.69%
Profit Margin

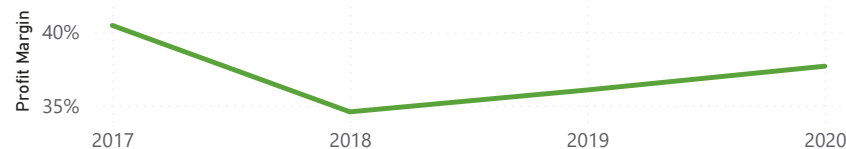
Profit by Year



Revenue and Revenue YoY % by Year

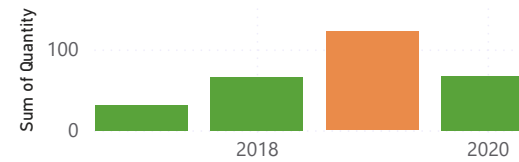


Profit Margin by Year

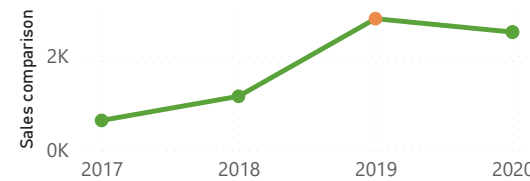


Profit and Revenue Year over Year decreased. Why?

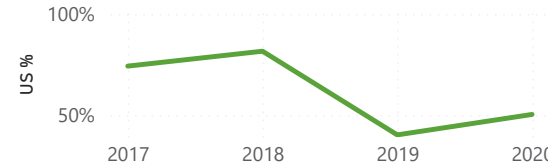
Total Quantity Sold by Year



Sales Comparison by Year



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Category

- Accessories
- Bikes
- Clothing
- Components



Growth Patterns

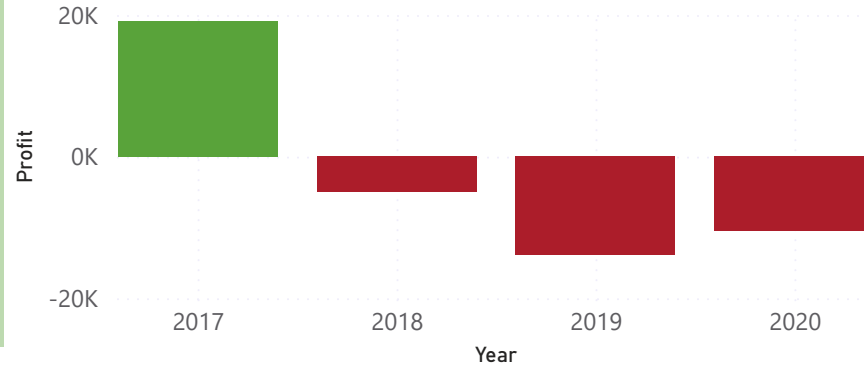
-10.27K

Profit

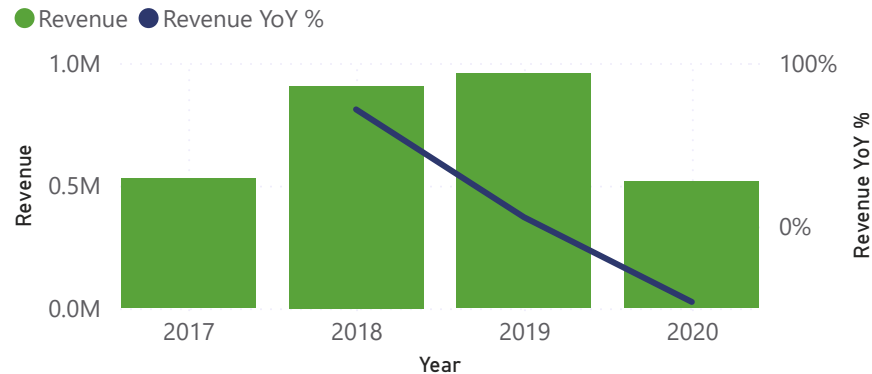
-0.35%

Profit Margin

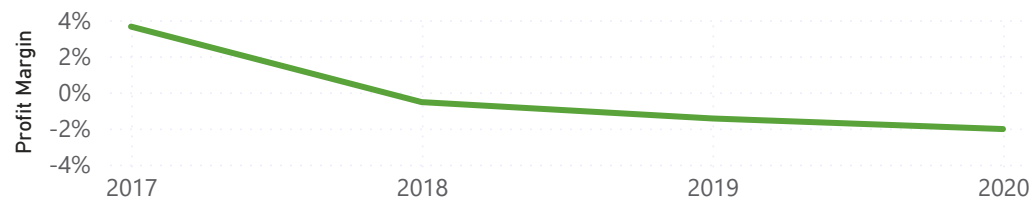
Profit by Year



Revenue and Revenue YoY % by Year

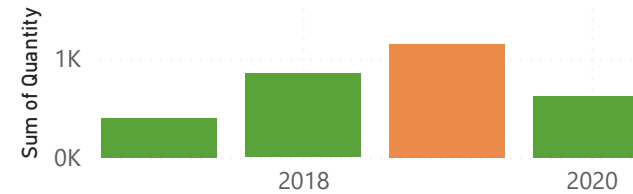


Profit Margin by Year

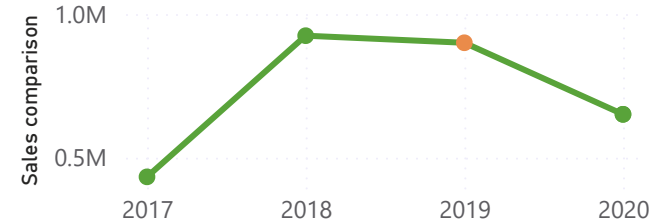


Profit and Revenue Year over Year decreased. Why?

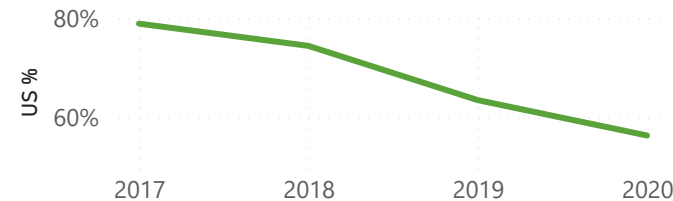
Total Quantity Sold by Year



Sales Comparison by Year



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Category

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- Bikes
- Clothing
- Components



Growth Patterns

Profit and Revenue Year over Year decreased. Why?

- Category
- Accessories
 - Bikes
 - Clothing
 - Components

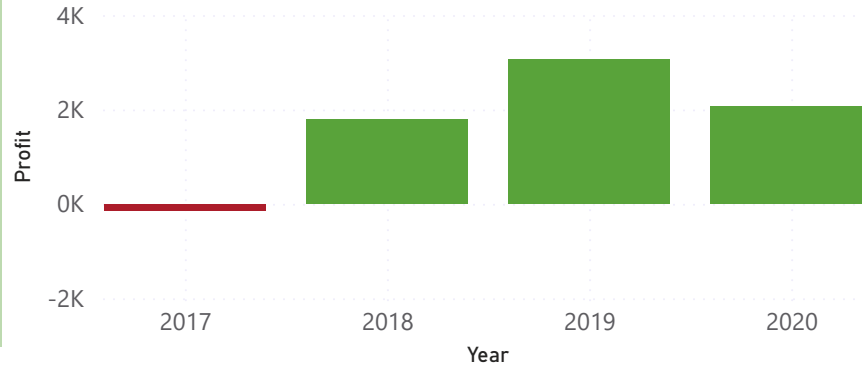
6.78K

Profit

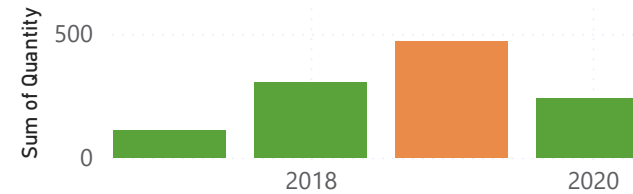
21.67%

Profit Margin

Profit by Year

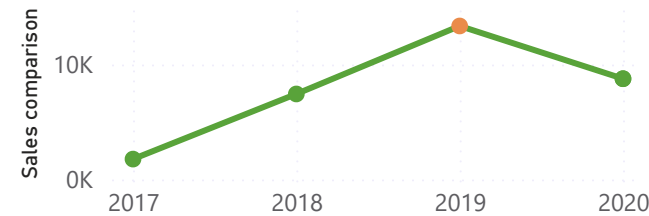


Total Quantity Sold by Year



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Sales Comparison by Year



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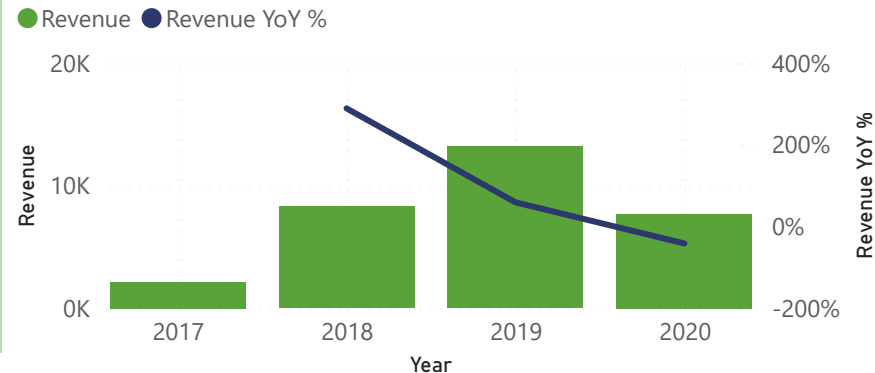
31.31K

Revenue

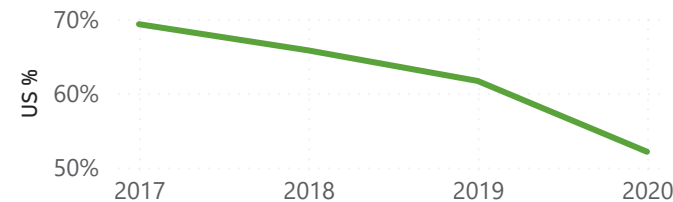
32.60%

Revenue YoY %

Revenue and Revenue YoY % by Year

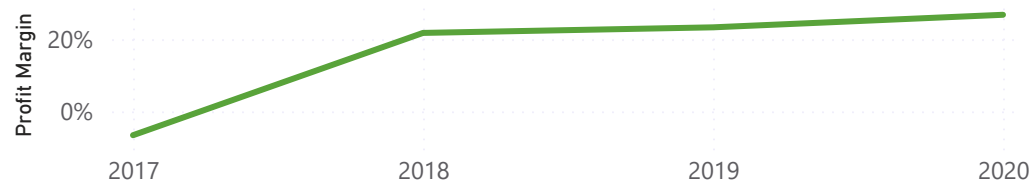


US % by Year



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Profit Margin by Year



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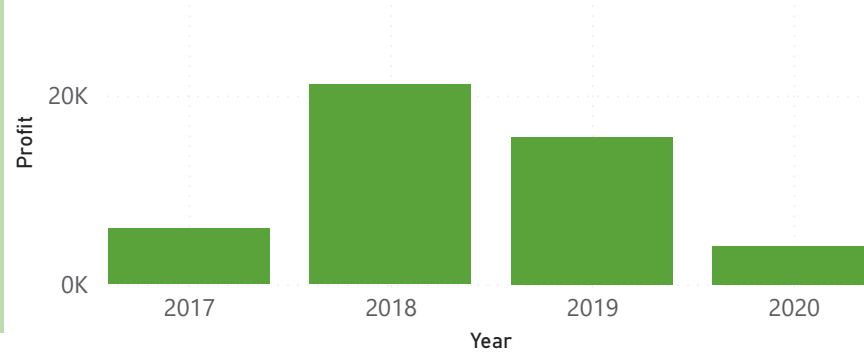
46.70K

Profit

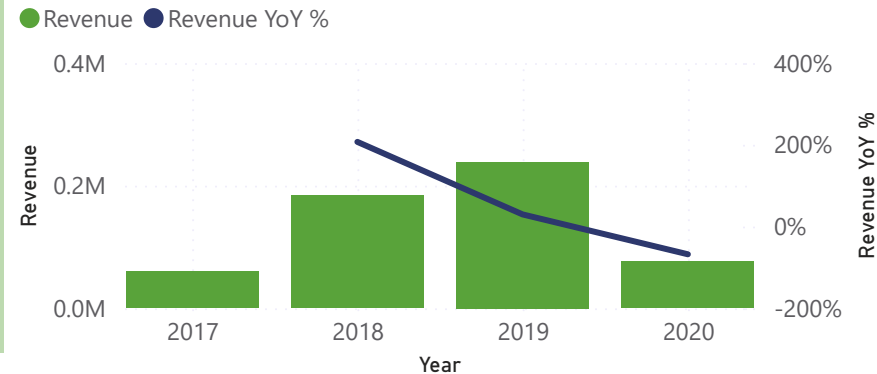
8.36%

Profit Margin

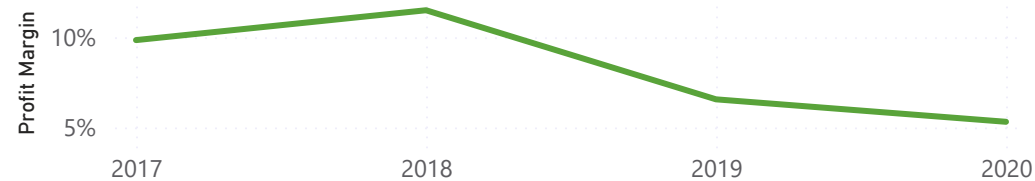
Profit by Year



Revenue and Revenue YoY % by Year

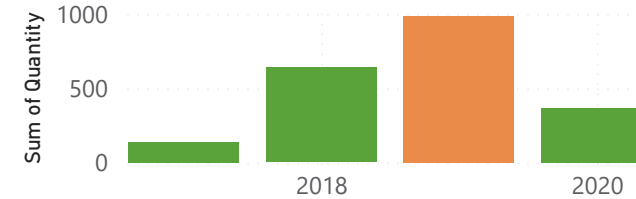


Profit Margin by Year

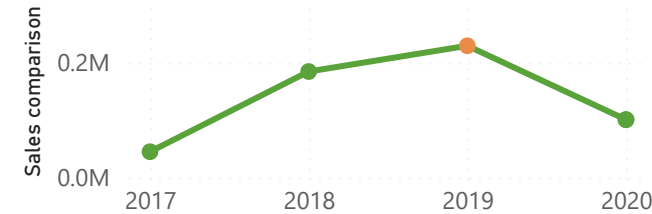


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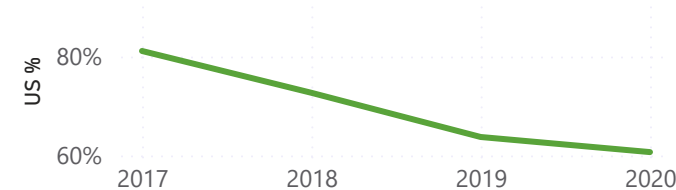
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